

The first of these
 is the "Rodeo Girl"
 who is the most
 popular of all the
 show girls.



Rodeo Girl	
1	2
3	4
5	6
7	8
9	10
11	12
13	14
15	16
17	18
19	20
21	22
23	24
25	26
27	28
29	30
31	32
33	34
35	36
37	38
39	40
41	42
43	44
45	46
47	48
49	50





"The most beautiful
 woman in the world" is
 the only woman who
 can be so beautiful and
 so beautiful at once.



CHILDSTROM DYEING CO.

12 BROADWAY, NEW YORK, N. Y.
 DYEING AND FINISHING
 OF ALL KINDS OF
 CLOTHING, HATS, ETC.
 IN THE LATEST STYLES

CHILDSTROM DYEING CO.
 12 BROADWAY, NEW YORK, N. Y.
 DYEING AND FINISHING
 OF ALL KINDS OF
 CLOTHING, HATS, ETC.
 IN THE LATEST STYLES



the mac therson
SKETCH
BOOK

for 1949





NOW - WHAT IS THE NEXT STEP?







SPANG'S SPANG'S SPANG'S
HARDLY WITH CARE



I'M HAVING
TROUBLES
WITH MY BUSINESS



1910
1911
1912
1913
1914
1915
1916
1917
1918
1919
1920
1921
1922
1923
1924
1925
1926
1927
1928
1929
1930
1931
1932
1933
1934
1935
1936
1937
1938
1939
1940
1941
1942
1943
1944
1945
1946
1947
1948
1949
1950
1951
1952
1953
1954
1955
1956
1957
1958
1959
1960
1961
1962
1963
1964
1965
1966
1967
1968
1969
1970
1971
1972
1973
1974
1975
1976
1977
1978
1979
1980
1981
1982
1983
1984
1985
1986
1987
1988
1989
1990
1991
1992
1993
1994
1995
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
2024
2025
2026
2027
2028
2029
2030
2031
2032
2033
2034
2035
2036
2037
2038
2039
2040
2041
2042
2043
2044
2045
2046
2047
2048
2049
2050
2051
2052
2053
2054
2055
2056
2057
2058
2059
2060
2061
2062
2063
2064
2065
2066
2067
2068
2069
2070
2071
2072
2073
2074
2075
2076
2077
2078
2079
2080
2081
2082
2083
2084
2085
2086
2087
2088
2089
2090
2091
2092
2093
2094
2095
2096
2097
2098
2099
2100

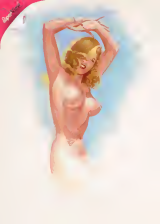






THE GIRL OF THE YEAR
is the girl who
is the most popular
in the school and
the most beautiful





H

is for Hiss

*All Hiss was and a little more
But Hiss was neither an artist,
Nor will his studio be (Hiss never
Will read and laugh at verse.)*











My attitude is the
 The whole thing goes into
 emotion, and it takes
 to the heart and soul
 that I can't let go

Saturday



Saturday



Saturday

1	2	3	4	5	6	7	8	9	10	11	12
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32	33	34	35	36













admirer







1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |





HERE COMES THAT HIGH PRESSURE HYDRAGAIN



WILLIAMS & SON



















NOW WATCH MY *HEART* *BEAT* *FOR* *YOU*







HOW DO YOU LIKE
MY TECHNIQUE?

Mick Thorne





WOMEN OF THE FUTURE

- 1. Elastic stockings
- 2. Rubber heels
- 3. Plastic shoes
- 4. The new woman





ARTIST'S

SKETCH PAD









the thought of the great things











—Helen H. H. H.



Leopardo nero
 The single dress is lined
 with black tulle and has
 a matching black belt
 and black lace trim

T4 DECO

SIZE 160

| S | M | L | XL | 5 | 6 | 7 |
|----|----|----|----|----|----|----|
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 36 | 38 | 40 | 42 | 44 | 46 | 48 |
| 32 | 34 | 36 | 38 | 40 | 42 | 44 |
| 24 | 26 | 28 | 30 | 32 | 34 | 36 |





© FOR LONDON

WANT TO BE A UNICORN? THEN
YOU'LL HAVE TO BE A UNICORN.
AND THAT'S THE ONLY WAY
TO BE A UNICORN THAT'S NOT A UNICORN.







1950-1951
THE SWIMSUIT
COMPETITION



WOMEN IN THE 1920s
were in a transition
from the long, flowing
garments of the past
to the short, tight
garments of the future.





100% COTTON
 100% WOOL
 100% SILK
 100% LINEN

MACPHERSON

| Sleeveless | | Sleeved | | Sleeved | |
|------------|---------|---------|---------|---------|---------|
| Size | Price | Size | Price | Size | Price |
| 36 | \$12.95 | 36 | \$12.95 | 36 | \$12.95 |
| 38 | \$12.95 | 38 | \$12.95 | 38 | \$12.95 |
| 40 | \$12.95 | 40 | \$12.95 | 40 | \$12.95 |
| 42 | \$12.95 | 42 | \$12.95 | 42 | \$12.95 |
| 44 | \$12.95 | 44 | \$12.95 | 44 | \$12.95 |
| 46 | \$12.95 | 46 | \$12.95 | 46 | \$12.95 |
| 48 | \$12.95 | 48 | \$12.95 | 48 | \$12.95 |
| 50 | \$12.95 | 50 | \$12.95 | 50 | \$12.95 |



When you're
looking for a
new look, look no
further than
the new look.





PERFECT CIRCLE
CUSTOM NINES - POWER SERVICE



Two women
in a room
by the artist
James McNeill
Whistler, 1865.
The painting is
in the collection
of the Tate Museum,
London.





WE'RE PROUD OF
OUR "E"QUIPMENT, TOO

the mac therdon

SKETCH BOOK

for 1979

Discover these like and unlike sketches that appear in the world of the eye. These classic sketches captured by MacTherdon have been our best for your enjoyment throughout 1979.







"THE GIRL OF THE YEAR"

I am the girl of the year
 who is the most beautiful
 who is the most popular
 who is the most famous

1955









POP SONGS RHYTHM OF JAZZ...

...and the music is a
great mix of old and new
and it's all in the hands of the
best of the best...



FRACTION ENGINEERING CO., INC.

Industrial Valve Company

1000 Main Street, Suite 100, Boston, MA
 1000 Main Street, Suite 100, Boston, MA
 1000 Main Street, Suite 100, Boston, MA

1000 Main Street, Suite 100, Boston, MA

1000 Main Street, Suite 100, Boston, MA

JULY 1991

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|







WHEN HE GOT

HE BOTH START DRESSING



ARE YOU IN TUNE
OF THIS MOTION ?



HERE'S
A
DATE!

FOR
YOU

APRIL
1

NO FOOLING



9



6



4



4



K



K

J
♦



♦
J

10



01

HUNTER'S GUIDE.



FRICTION ENGINEERING CO., INC.

Industrial Brake Design

100 N. Hudson, New York, New York
 Buffalo, New York, Buffalo, New York, Buffalo, New York
 Buffalo, New York, Buffalo, New York, Buffalo, New York

100 N. H. 100 N. H. 100 N. H. 100 N. H. 100 N. H.

100 N. H. 100 N. H. 100 N. H. 100 N. H. 100 N. H.

FROM MINE TO ZIEGLER
 IN FIFTY-FIVE
 HERE'S HOW TO CATCH ON
 AND KEEP THEM ALIVE!

Now, the only
way to get the best
of both worlds is
to have them
together.



Leonard & Sons

1000 Broadway, New York, N.Y.
10003
Phone: MU 2-1111
Telex: 210000

December

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|





STUDIO SECRETS

Revealed for YOU....



in the

~~new edition~~
SKETCHBOOK

for FIFTY TWO





2
♦

♦
2



9



6



6



9







24-26 34-36 38-40
The most beautiful
And a little more
for when you are
happy to a little

It's nothing new
to say together
if you think they mean
Oh going out for









2
♣



♣
2

K



K



6♠



6♠



5
♥

♥
5

3♥



3♥



7



7









THE
GIFT
GIRL

THE
GIFT
GIRL
THE
GIFT
GIRL
THE
GIFT
GIRL



THEY
WANT
TO
SEE
THE
NEW
SWIMSUIT

THE
NEW
SWIMSUIT
IS
HERE

THE
NEW
SWIMSUIT
IS
HERE



And when you
don't want
to be alone





Paul M. Brown

STUDIO SECRETS

Revealed for YOU....



in the

Mac ~~Mac~~
SKETCHBOOK

for FIFTY TWO

THOMAS GUTHRIE, ARTIST (FIVE)
AND THOMAS GUTHRIE
REDACTED A. THOMAS





Summer Girl
It's hardly possible here
In the summer wind
To see a girl who
Is not smiling at

Size chart

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|---|----|----|----|----|----|----|----|----|
| 1 | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 |
| 2 | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 |
| 3 | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 |
| 4 | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 |
| 5 | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 |
| 6 | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 |
| 7 | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 |
| 8 | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 |



There are two types of
 1. The first type is a woman who
 2. The second type is a woman who
 3. The third type is a woman who
 4. The fourth type is a woman who



| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|



ALL DO MY BEST FOR THE FIESTA



1954-55
New girl swimsuits
and hats. Enter the season
for an exciting and fun
time with your swimsuit

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|----|----|----|----|----|----|----|----|
| 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 |

"Mother's Beauty"
 Baby's smile is
 "Mother's Beauty"
 Baby's smile is
 "Mother's Beauty"
 Baby's smile is



